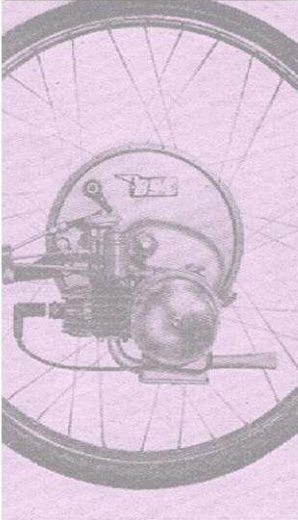
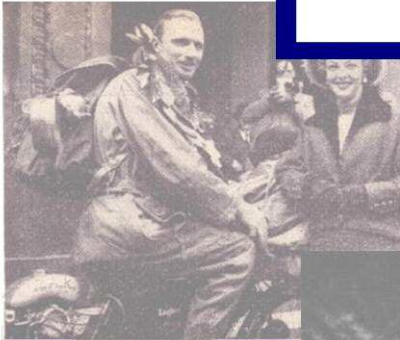


IceniCAM Information Service



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NEW NORMAN RAPIDE: A first class sporting cycle featuring a Benelux Super 60 gear. Price is £25 15s. 6d. Full details appeared in the May 6 "Trader".

The Show—continued

that the same policy will be followed and the bicycle interest maintained or in some way increased. The ideal situation is for bicycles, mopeds, scooters and motor cycles to be fairly equally represented.

It does seem, looking back, that the IA has made a pretty good job of the 32 previous exhibitions. It has adapted itself over the years to many changing circumstances and retained the interest of the trade and the public to a great extent. The forthcoming event is probably the greatest break with tradition since the series began. As such, it will be watched and attended with particular interest. The present bi-annual show seems an ideal arrangement. In this space of time, new models appear, new ideas are tested, and a new buying public develops to make the effort worth while.

With the ending of the present series, it may well be an opportunity for discontinuing the cycle side at the London Show and enlarging and extending the lightweight display held each year at the York rally. This would enable Earls Court, or some similar venue, to be developed on powered lines. However, it is difficult to visualize a London show without bicycles, for their manufacture and sale is likely to remain an important side of the industries' effort.

Two-wheeled transport obviously has much to offer to both the trade and the public. Many introductions are yet to come—some maybe of a revolutionary nature. While this position exists (and it will while the trade itself exists), the need of a central periodical display of the industries' offerings will be essential. The present organization has, over the years, been built up to a very high standard. So long as this is maintained on an adaptable basis, the retail trade can look forward to a new series of shows as enjoyable and successful as the past ones.

P.C.D.

COVENTRY-EAGLE'S 70th ANNIVERSARY

This year the Coventry-Eagle Cycle and Motor Co. Ltd. celebrates its 70th birthday. Throughout that period the company has maintained the same family connections—Edmund Mayo, grandfather of the present chairman and managing director, starting in partnership with John Meek and Rishard Hotchkiss. The original title of the firm was Hotchkiss, Mayo and Meek. Another interesting historic fact is that the Coventry-Eagle company was the last of the big cycle manufacturers to leave Coventry, for it was as recently as 1957 that the firm moved to its present factory in Smethwick.

It was in 1897 that Coventry-Eagle was converted to a private limited company, when the original works were still at Hill Cross, styled the Hill Cross cycle works. In that year, however, expansion became necessary and a modern factory was built in Lincoln Street, Coventry. This factory, disposed of when further expansion became necessary, was in 1930 bought back from the Singer Motor Co. for the production of cycle frames, forks and components.

The Mayo family link with the business really started when Arthur E. Mayo, son of Edmund Mayo, joined his father in the firm, and they became proprietors of the business until Edmund retired in 1913.

In the early '90s, the cycle trade was a prolific field for the activities of inventors, and John Meek patented a number of ingenious ideas. His free-wheel, for example, was one of the first three to be shown at the Crystal Palace exhibition in 1899; while ingenious but not a commercial success, was his Autopto cycle, which incorporated comfortable twin seats which moved up and down with the action of the legs. Telescopic cranks were another of his inventions. One idea which did achieve popularity and excellent sales was a stand which held the cycle upside down to facilitate cleaning.

Motor-cycle production was first taken seriously by the company in 1902-3, when the popular demand was for 3½ hp four-stroke mounts. The De Dion and the Buchet and also the well known MMG engines were fitted to the Coventry-Eagle machines and in 1903 about 300 machines were produced. As the motor cycle business developed, however, the company specialized primarily in lightweight two-stroke machines, and by 1932 was one of the principal manufacturers of this type of machine in the country. Since the motor-cycle factory was destroyed by enemy action in November 1940, the Coventry-Eagle company has concentrated exclusively on the production of bicycles.

The present chairman and managing director of the company is A. Douglas Mayo, only son of Arthur E. Mayo. He served his apprenticeship with Wolsley Motors, and now controls Coventry-Eagle from the factory in Smethwick.

JAWA IMPROVEMENTS

The 250 c.c. and 350 c.c. Jawa motor cycles now supplied to the trade are fitted with new tail-lamps to conform with British lighting regulations. The tail-lamps are all-plastic and are a great improvement on the metal-bodied version. A larger number plate is also fitted at the rear so that this item is also brought into line with UK practice.